

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-37. (Cancelled).

38. (Currently Amended) A set-top box, comprising:

a memory storing computer readable instructions that, when executed, cause the set top box to:

receive a broadcast stream, a portion of the broadcast stream having a first priority indicator;

receive media separate from the broadcast stream, the media having a second priority indicator ~~greater than the first priority indicator~~;

determine whether the first priority indicator is greater than the second priority indicator prior to receiving a signal configured to modify the first priority indicator from a first priority to a second priority;

in response to determining that the first priority indicator is greater than the second priority indicator, delay insertion of the separate media into the broadcast stream until the first priority indicator is modified;

receive ~~a~~ the signal configured to modify the first priority indicator from ~~a~~ the first priority to ~~a~~ the second priority;

modify the first priority indicator from the first priority to the second priority in response to receiving the signal;

determine whether the modified first priority indicator is ~~greater~~ lower than the second priority indicator; and

replace the portion of the broadcast stream with the separate media in response to determining that the modified first priority indicator is lower than the second priority indicator; ~~and~~

~~determine that the first priority indicator is greater than the second priority indicator prior to receiving the signal; and~~

~~_____delaying the insertion of the separate media into the broadcast stream until the first priority indicator is modified.~~

39. (New) The set-top box of Claim 38, wherein each of the first and second priority indicators comprise at least one of a number, a letter, and a symbol.
40. (New) The set-top box of Claim 38, wherein the separate media and the broadcast stream are the same media.
41. (New) The set-top box of Claim 38, wherein the separate media and the broadcast stream are different media.
42. (New) The set-top box of Claim 38, wherein an event triggers receipts of the signal.
43. (New) The set-top box of Claim 42, wherein the event includes an arrival of an e-mail message.
44. (New) The set-top box of Claim 38, wherein the signal configured to change the first priority indicator is programmed by a time mark.
45. (New) The set-top box of Claim 38, wherein one or more additional priority indicators are associated with the broadcast stream using at least one of a pilot tone and a watermark.
46. (New) The set-top box of Claim 38, wherein the first and second priority indicators are user specified.
47. (New) The set-top box of Claim 38, wherein the set-top box is part of a television system or radio system.
48. (New) An apparatus comprising:
a processor; and

memory storing computer readable instructions that, when executed by the processor, cause the apparatus to:

receive a broadcast stream, a portion of the broadcast stream having a first priority indicator;

receive media separate from the broadcast stream, the media having a second priority indicator;

determine whether the first priority indicator is greater than the second priority indicator prior to receiving a signal configured to modify the first priority indicator from a first priority to a second priority;

in response to determining that the first priority indicator is greater than the second priority indicator, delay insertion of the separate media into the broadcast stream until the first priority indicator is modified;

receive the signal configured to modify the first priority indicator from the first priority to the second priority;

modify the first priority indicator from the first priority to the second priority in response to receiving the signal;

determine whether the modified first priority indicator is lower than the second priority indicator; and

replace the portion of the broadcast stream with the separate media in response to determining that the modified first priority indicator is lower than the second priority indicator.

49. (New) The apparatus of Claim 48, wherein the separate media and the broadcast stream are the same media.

50. (New) The apparatus of Claim 48, wherein an event trigger is configured to trigger the receipt of the signal.

51. (New) The apparatus of Claim 48, wherein the signal configured to change the first priority indicator is programmed by a time mark.

52. (New) The apparatus of Claim 48, wherein one or more additional priority indicators are associated with the broadcast stream using at least one of a pilot tone and a watermark.

53. (New) The apparatus of Claim 48, wherein the first and second priority indicators are user specified.

54. (New) A non-transitory computer readable medium storing machine-executable instructions that, when executed, cause an apparatus to:

- receive a broadcast stream, a portion of the broadcast stream having a first priority indicator;

- receive media separate from the broadcast stream, the media having a second priority indicator;

- determine whether the first priority indicator is greater than the second priority indicator prior to receiving a signal configured to modify the first priority indicator from a first priority to a second priority;

- in response to determining that the first priority indicator is greater than the second priority indicator, delay insertion of the separate media into the broadcast stream until the first priority indicator is modified;

- receive the signal configured to modify the first priority indicator from the first priority to the second priority;

- modify the first priority indicator from the first priority to the second priority in response to receiving the signal;

- determine whether the modified first priority indicator is lower than the second priority indicator; and

- replace the portion of the broadcast stream with the separate media in response to determining that the modified first priority indicator is lower than the second priority indicator.

55. (New) The computer readable medium of claim 54, wherein the separate media and the broadcast stream are the same media.

56. (New) The computer readable medium of claim 54, wherein an event triggers the receipt of the signal.

57. (New) The computer readable medium of claim 54, wherein the signal configured to change the first priority indicator is programmed by a time mark.

58. (New) The computer readable medium of claim 54, wherein one or more additional priority indicators are associated with the broadcast stream using at least one of a pilot tone and a watermark.

59. (New) The computer readable medium of claim 54, wherein the first and second priority indicators are user specified.

60. (New) A method comprising:

receiving, by a content receiving device, a broadcast stream, a portion of the broadcast stream having a first priority indicator;

receiving, by the content receiving device, media separate from the broadcast stream, the media having a second priority indicator;

determining, by the content receiving device, that the first priority indicator is greater than the second priority indicator prior to receiving a signal configured to modify the first priority indicator from a first priority to a second priority;

in response to determining that the first priority indicator is greater than the second priority indicator, delaying, by the content receiving device, insertion of the separate media into the broadcast stream until the first priority indicator is modified;

receiving, by the content receiving device, the signal configured to modify the first priority indicator from the first priority to the second priority;

modifying, by the content receiving device, the first priority indicator from the first priority to the second priority in response to receiving the signal;

determining, by the content receiving device, that the modified first priority indicator is lower than the second priority indicator; and

replacing, by the content receiving device, the portion of the broadcast stream with the separate media in response to determining that the modified first priority indicator is lower than the second priority indicator.

61. (New) The method of claim 60, wherein the separate media and the broadcast stream are the same media.

62. (New) The method of claim 60, wherein an event triggers the receipt of the signal.

63. (New) The method of claim 60, wherein the signal configured to change the first priority indicator is programmed by a time mark.

64. (New) The method of claim 60, wherein one or more additional priority indicators are associated with the broadcast stream using at least one of a pilot tone and a watermark.

65. (New) The method of claim 60, wherein the first and second priority indicators are user specified.